

7 JAN. 1985

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* FROM: H.W. GAISCH ~~XXXXXXXXXX~~ SA-~~XXXXXXXXXX~~

* RE: ~~XXXXXXXXXX~~

* SINCE THE 21ST DECEMBER, 1984, THE DATE OF THE LATEST E.V.
* IN COLOGNE AGAINST 'BARCLAYS', AN IMPORTANT DEVELOPMENT HAS
* TAKEN PLACE IN ~~XXXXXXXXXX~~

* IN VIEW OF THE FORTHCOMING HEARING ('EXPERTENGESPRACH') ON
* 15-01-1985 AT THE BGA ('BUNDESGESUNDHEITSAMT') IN WHICH
* INDEPENDENT AND INDUSTRY EXPERTS WILL TESTIFY ON THE
* NECESSITY TO AMMEND THE DIN NORM (STANDARDS), THE INDUSTRY
* ASSOCIATION ('VDC') - INCLUDING BAT, REPRESENTED BY HERR
* DIETER VON SPECHT - MET AND AGREED, AMONGSTS OTHER THINGS,
* ON THE FOLLOWING POINTS:

* - CIGARETTE TESTING ACCORDING TO STANDARD METHODS SUCH AS
* DIN HAS WORKED SATISFACTORILY OVER THE YEARS AND DID PROVIDE
* USEFUL INFORMATION TO THE CONSUMER, ALLOWING THE COMPARISON
* OF PRODUCTS WITH REGARD TO NICOTINE (N) AND TAR (K)
* DELIVERY. THIS ALSO HOLDS FOR ALL CONVENTINALLY VENTILATED
* CIGARETTES.

* - IN VIEW OF THE IMPORTANCE FOR INDUSTRY AS A WHOLE TO
* DEMONSTRATE AN ATTITUDE OF RESPONSIBILITY TOWARDS THE
* PUBLIC, ALL COMPANIES, INCLUDING BAT, AGREED TO STRESS THIS
* POINT.

* - THE DEVELOPMENT OF 'KANALVENTILIERTER' (CHANNEL-VENTILATED)
* CIGARETTES, HOWEVER, INTRODUCED A NEW ASPECT. SUCH
* CIGARETTES CANNOT BE MEASURED CORRECTLY BY THE STANDARD
* SMOKING PROCEDURE - A VIEW WHICH IS SUPPORTED BY COURT
* DECISIONS, AND AGGREGED TO BY HERR VON SPECHT - , WHICH
* NECESSITATES A SPECIAL SOLUTION ('SONDERREGELUNG') FOR SUCH
* CIGARETTES.

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* - 'KANALVENTILIERTER' CIGARETTES ARE DEFINED AS FOLLOWS:

* FILTERZIGARETTEN BEI DENEN DIE VENTILATIONS-
 * LUFT KONSTRUKTIONSBEDINGT VOM HAUPTSTROMRAUCH
 * GETRENNT DAS MUNDSEITIGE ENDE DER ZIGARETTE
 * VERLÄSST.

* THERE ARE PRESENTLY TWO SUCH PRODUCTS ON THE GERMAN MARKET,
 * 'BARCLAYS' AND 'MURATTI NO. 1'.

* REMARK: THE ABOVE DEFINITION WHICH WAS PROPOSED BY DR. KOENIG
 * OF THE VERBAND, AND WHICH WAS ACCEPTED BY HERR VON SPECHT,
 * IS VERY CLOSE TO THE DE KOE DEFINITION IN HOLLAND. THE TERM
 * 'KONSTRUKTIONSBEDINGT' IS VERY GOOD, BECAUSE AVOIDS ANY
 * DISCUSSION ON SUBJECTS SUCH AS 'THE INCOMPLETE MIXING OF
 * SMOKE AND AIR' OR OTHER PHENOMENA WHICH ARE DIFFICULT TO
 * DEFINE.

* - IN ADDITION, AND THIS IS A VERY SENSITIVE MATTER, HERR VON
 * SPECHT INDICATED THAT BAT COULD ACCEPT A READING OF 6MG K
 * AND 0.6MG N FOR BARCLAYS.

* THE RATIONALE FOR THESE VALUES IS THAT THE 'VENTILATIONSGRAD
 * BEI NATUERLICHEM RAUCHEN' CAN BE USED IN A 'HOCHRECHNUNG' TO
 * COMPUTE WHAT THE CORRESPONDING K AND N VALUES ARE.

* REMARK: THE COURT IN COLOGNE DID PUT A LOT OF EMPHASIS ON
 * THE FRESENIUS EXPERTISE WHICH PROVED THAT THE DEGREE OF
 * VENTILATION DURING NATURAL SMOKING WAS GREATLY REDUCED FOR
 * BARCLAYS, AND FOR BARCLAYS ONLY. THE FRESENIUS VALUES COULD
 * BE COMPUTED TO LEAD TO VALUES OF THE ORDER INDICATED BY HERR
 * VON SPECHT. (A SIMILAR EXPERTISE BY FRESENIUS ON 'MURATTI
 * NO. 1') IS IN PREPARATION).

* CONCLUSION: THERE IS A CERTAIN SIMILARITY OF THE SCENARIOS
 * BOTH IN HOLLAND AND IN NORWAY WITH THE SITUATION IN GERMANY.
 * IN ALL THREE COUNTRIES THE AUTHORITIES ARE TRYING TO FIND A
 * SOLUTION FOR THE DILEMMA CREATED BY THE LAUNCH OF 'CHANNEL-
 * VENTILATED' PRODUCTS.

* PERHAPS THE GERMAN MODEL (AN AGREEMENT WITH BAT) SHOULD BE
 * TRIED IN THE OTHER COUNTRIES AS WELL. BAT MUST HAVE SOME
 * INTEREST FOR INDUSTRY TO MAINTAIN A CREDIBLE POSITION
 * TOWARDS THE AUTHORITIES AND THE PUBLIC.

* KIND REGARDS

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